



Community Lead Organization Responsibilities + Expectations

This is a summary of responsibilities and expectations for the designated Community Lead Organization (CLO) involved in managing a host community's participation in the Wilds Are Working Remote Lifestyle Experience program. This is not an exhaustive list or a contract; instead, this is an overview designed to help a community understand the necessary investments and choose their CLO.

Managing the Remote Work experience for your community

- Establish and oversee a “Welcome Committee” that will work on this project (end goal - they continue working together after the project), the committee will help inform the application process and applicant selection, establish events to welcome the remote workers, and connect the guests with the community.
- Identify and promote social opportunities, and coworking spaces.
- Inventory short-term lodging options - that can reflect a long-term stay (allows for on-site cooking and possibly pets).
- Recruit businesses to the Wilds Cooperative of PA and onboard businesses to Yiftee.
- Utilize Mighty Networks for project management (this is where toolkits will be housed and onboarding will be facilitated) and to engage with the participants and community.
- Provide the Project Management Liaison with relevant information necessary for them to create a dedicated community page on WildsAreWorking.com and for use in other program marketing materials.
- Perform exit interviews with participants and distribute an experience survey to provide feedback loops for the program development, as well as your community.
- Submit interim reports as needed as part of funding requirements.
- Participate in monthly meetings with PA Wilds Center, Project Management Liaison, and other host CLOs to discuss project implementation, successes and roadblocks.
- Cover upfront expenses for project elements and invoice on an established schedule; this is a reimbursement grant. If CLO secures matching funds from a separate funder, it is the CLO's responsibility to manage the budget and reporting requirements accordingly.

“Picture Yourself Here” project management

The Wilds Are Working program tackles many aspects of community placemaking. It positions the participating communities as part of the PA Wilds place and brand, shows off the natural and cultural amenities offered, and attracts people to the area. The “Picture Yourself Here” component of this program enables communities participating in this placemaking effort to choose between hanging window wraps in storefront windows to make visual connections between downtowns and nearby natural assets or developing a promotional video that strengthens its position as part of the PA Wilds region.



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If you choose the “Picture Yourself Here” window wrap project:

- Identify three to five buildings on your community’s designated Main Street that would be good candidates for the wraps, and work with business/building owners to receive the appropriate permissions to install window wraps in the front windows.
- Work with designated Creative Partner to curate a selection of welcoming images that highlight the community’s natural and entrepreneurial assets, as well as nearby PA Wilds Assets (at least 30% of the images need to be PA Wilds outdoor rec assets).
- Inform and promote the program with other local leaders, including local government.
- Communicate with PA Wilds Center on updates and detailed steps taken to complete the project.
- A separate budget is designated for the production and installation of the window wraps, if this option is selected.

Examples of window wraps in pilot communities of Bellefonte and Kane



NEW! If you choose the “Picture Yourself Here” video project:

- Identify which assets you would like to highlight in a video about your community.
- Work with PA Wilds Center staff to develop a video script.
- Work with a designated Creative Partner to curate a selection of images and/or videos from your community (including natural, cultural, entrepreneurial assets and nearby PA Wilds assets) that can be used as b-roll within the video. Schedule relevant filming with Creative Partner. *PA Wilds Center may also be able to provide supplementary visuals.
- Communicate with PA Wilds Center on updates and detailed steps taken to complete the project.



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- A separate budget is designated for the production of the video, if this option is selected.
- These videos will be promoted as "Picture Yourself in the Pennsylvania Wilds: <Insert Community Name>" on PA Wilds YouTube and digital distribution channels. The community will also be able to embed the video and share on its own platforms.
- This option is new to communities participating in the 2023 and 2024 iterations of the Wilds Are Working Program. For this reason, there are not examples from the pilot communities; however, here are two links to illustrate the quality and potential talking points that can be infused into videos for participating communities:
 - [Welcome to the Pennsylvania Wilds](#)
 - [Make It In the Pennsylvania Wilds](#) **This video was produced with financial support from the Williamsport Lycoming Community Fund at the First Community Foundation Partnership of Pennsylvania as part of a campaign to position Lycoming County as part of the Wilds.*

Tools + Resources:

- Wilds are Working is a program of the PA Wilds Center for Entrepreneurship, a regional non-profit whose mission is to marry conservation and economic development. Initial funding for this program was provided by Ben Franklin Technology Partners through the Appalachian Regional Commission.
- Through the pilot phase, PA Wilds Center has developed toolkits and harnessed resources to ensure a successful experience for the hosting communities.
- PA Wilds Center contracts with Hello Social Co. to serve as the Project Management Liaison. Hello Social's responsibilities include
 - Ensuring timeline benchmarks are met
 - Developing and distributing project toolkit
 - Managing promotional materials + platforms
- Mighty Networks app is a resource and tool that offers a space for CLOs, community Welcome Committee members, PA Wilds Center and the Project Management Liaison to all share information with the selected remote workers in real time.
- Shop the PA Wilds Yiftee gift card program - this digital gift card is how stipends are distributed to remote workers, and funds can only be spent at participating businesses, which must be members of the Wilds Cooperative of Pennsylvania. Businesses must be able to accept MasterCard at their Point of Sale system and be willing to manually enter card numbers, since they are digital cards and there is no physical card.
- "Picture Yourself Here" projects
 - PA Wilds Center has developed templates, CLO tailors them to the community
 - PA Wilds Center connects CLO to WCO businesses to help produce the final product



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CLO Management Budget:

Community Lead Organization will be contracted and paid \$2,500 to off-set the time required to manage the hosting opportunity. Communities and CLOs may secure additional funding to contribute to the scope of managing this work. Separate budgets have been established for the implementation of the projects, including stipends, welcome activities and the chosen "Picture Yourself Here" project.

Implementation Budget:

Each community will be responsible for managing their budget throughout implementation of the hosting experience. Budget breakdown:

Participant Stipends, Welcoming Activities + Lodging

Budgeted Amount: \$16,000 - \$22,000

Grant Funds: \$11,000

Matching Funds: \$5,000 - \$8,500

- \$6,000 in Yiftee stipends (\$1500/participant)
- \$2,500 Welcome activities + Welcome kits
- 4 week stay for 5 participants: estimated cost between \$10,500 and \$12,000 depending on lodging rates in the community
 - Note: Community matching funds will be used toward lodging.

Marketing + Picture Yourself Here Project

Total Budgeted Amount: \$10,700

Grant funds: \$10,700

Matching funds: \$0

- Copywriting for community pages
- Social media toolkit for communities
- Photography
- Email list curation + marketing
- Mighty Networks engagement
- Picture Yourself Here Project (select one: Window Wraps or Community Video)
 - Funds either the window wrap project, including photography, design and production of 10 wraps, or a 2-3 minute video made for promoting your community
 - Note: If your community would like to take advantage of both the video project and the window wrap project, that option is available. However, your community must cover the cost of the second project (additional \$2,500-\$3,000).



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Questions?

Contact LaKeshia Knarr, PA Wilds Center Entrepreneurial Ecosystem Director, at lnarr@pawildscenter.org.